

MARKETING SOLUTIONS

[print](#) | [online](#) | [mobile](#)

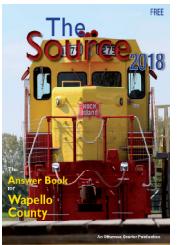
January:

- Salute to Corn
- Healthy Living
- Cow-Calf Conference
- Profiles
- Welcome Home -RE



February:

- The Souce
- Valentine Section
- Wedding Section
- Welcome Home-RE



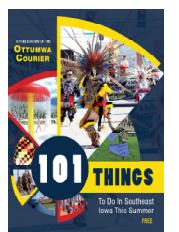
March:

- Ottumwa Life
- Progress
- Spring Home Improvement
- NCAA
- Welcome Home-RE



April:

- 101 Things to do
- Prom Page
- Spring Sports
- Welcome Home-RE



May:

- Salute to Beef
- Mother's Day
- Graduation
- Welcome Home-RE



June:

- Medical Directory
- Best of Southern Iowa
- Summer Sports
- Chamber Guide
- Welcome Home-RE



July:

- Back To School
- Salute to Soybean
- Century Farms
- Ottumwa Life
- Welcome Home-RE



August:

- HS Pigskin Preview
- Business Directory
- Welcome Home-RE



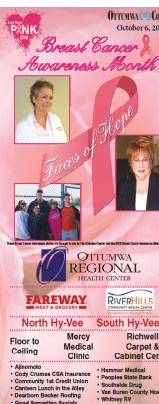
September:

- Fall Sports
- Hometown Heroes
- Pigskin Picks Contest
- Senior Lifestyle Directory
- Welcome Home-RE



October:

- Breast Cancer Awareness
- Senior Expo Event
- Halloween Page
- Salute to Pork
- Welcome Home-RE



November:

- Holiday Happenings & Gift Guide
- Veteran's Day
- Holiday Ottumwa Life
- Winter Sport
- Black Friday Ad Wrap
- Welcome Home-RE



December:

- Chamber Map
- Seasons Greetings
- Calendar
- Our Gift Section
- Welcome Home-RE



OTTUMWA COURIER MAGAZINE PRICING

1 ISSUE

FULL	\$1,100
HALF	\$650
QUARTER	\$550
EIGHTH	\$350

3 ISSUES

FULL	\$850
HALF	\$550
QUARTER	\$450
EIGHTH	\$290

5 ISSUES

FULL	\$750
HALF	\$450
QUARTER	\$350
EIGHTH	\$225

8 ISSUES

FULL	\$650
HALF	\$400
QUARTER	\$300
EIGHTH	\$200

---EACH AD INCLUDES 10,000 DIGITAL IMPRESSIONS---

OTTUMWA LIFE: MARCH, JULY, OCTOBER, DECEMBER (HOLIDAY EDITION)

THE SOURCE: FEBRUARY, 101 THINGS: APRIL, CHAMBER GUIDE: JUNE, SENIOR GUIDE: SEPTEMBER

2019 Ottumwa Courier

RATE CARD

MISSION STATEMENT

The Ottumwa Courier and OC Current are here to help your business capitalize on local growth by researching your target audiences faster and more cost effectively than any other local media.

READERS OF THE OTTUMWA COURIER

Daily Circulation (Tues-Sat) 7000 OC Current Circulation (Wednesday) 17600 Readership (2.1 per paper)
17,010 Digital Audience (Monthly) 500,000 Page Views 93,000 Unique Visitors

OTTUMWA COURIER

 **Current** *Corriente*
Wednesday, June 22, 2016 • A product of the Ottumwa Courier

213 East 2nd Street | P.O. Box 2961 | Ottumwa, Iowa 52501 | P: (641) 684-4611 | F: (641) 683-4118

retail advertising

DOLLAR VOLUME CONTRACT

per column	inch rates	OPEN	\$500+	\$1000+	\$2500+	\$5000+	\$10,000+
	Daily Rate ..	\$17.25	\$10.00	\$9.00	\$8.50	\$8.00	\$7.50
	OC Current Pick-Up Rate	\$5.00 pci					
	OC Current Rate	\$7.00 pci					
	Non-Profit Rate	daily \$10.25					
	National Rate	daily \$14.66					
	Political Rate	daily \$13.65					
	Full Color	\$3.50 pci					

DIGITAL OPTIONS

Ottumwa Courier Online + Mobile

Run of Site	\$15.00 cpm	Section \$18.00 cpm
Wallpaper (Desktop Only)	\$100/day	
Homepage Takeover (Desktop Only)	\$150/day	
Daily News/Breaking News Email Blast	\$250/mo	

NEW Next Generation Digital Options

Behavioral Targeting, Category Contextual Targeting, Site Retargeting, SEO, Maps and Directories, Pay per Click, Websites, Facebook ads, Facebook Promotion, Mobile Geofence and Follow, Event Targeting

Digital Sizes

Ottumwa Courier- 300x600, 300x250, 320x50, 300x50, 728x90

Next Gen- 320x480, 300x250, 320x50, 300x50, 728x90, 160x600

Homepage Take Over- 1770x1000, 1600x1000, 300x250, 728x90, 950x250, 950x45



preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.*

RATES

INSERTIONS PER YEAR

	1-8	9-12	13-25	26-51	52+
4 Tab	\$64/m	\$62/m	\$59/m	\$58/m	\$57/m
8 Tab	\$72/m	\$69/m	\$66/m	\$65/m	\$64/m
12 Tab	\$78/m	\$75/m	\$74/m	\$72/m	\$71/m
16 Tab	\$81/m	\$80/m	\$78/m	\$77/m	\$74/m
20 Tab	\$90/m	\$88/m	\$86/m	\$84/m	\$81/m
24 Tab	\$97/m	\$95/m	\$91/m	\$89/m	\$87/m
28 Tab	\$100/m	\$99/m	\$98/m	\$95/m	\$91/m
32 Tab	\$107/m	\$104/m	\$102/m	\$99/m	\$97/m
36 Tab	\$112/m	\$109/m	\$107/m	\$104/m	\$102/m
40 Tab	\$118/m	\$114/m	\$111/m	\$110/m	\$108/m

Single Sheet.....\$48/m Current.....\$50/m

DEADLINES: Reservation required 7 days prior to insertion.

DELIVERY: The Ottumwa Courier
213 E. 2nd Street
Ottumwa, IA 52501

PHONE: (641) 684-4611

FAX: (641) 683-4118

EMAIL: rgutierrez@cnhi.com

*Full Run Required

*No zoning due to mail delivery

Mechanics

COLUMN WIDTHS

1 col = 1.583"

2 col = 3.292"

3 col = 5"

4 col = 6.708"

5 col = 8.417"

6 col = 10.125"

Double Truck = 21"

Deadlines

Please reserve your space by the deadlines below.

TUESDAY AD

MONDAY BY 5PM

WEDNESDAY AD

FRIDAY BY 12PM

THURSDAY AD

MONDAY BY 5PM

FRIDAY AD

TUESDAY BY 5PM

SATURDAY AD

FRIDAY BY 12PM

OC CURRENT

TUESDAY BY 12PM

TV GUIDE

MONDAY BY 10AM

Please send us your ad copy by the deadlines below.

TUESDAY AD

MONDAY BY 12PM

WEDNESDAY AD

TUESDAY BY 12PM

THURSDAY AD

WEDNESDAY BY 12PM

FRIDAY AD

THURSDAY BY 12PM

SATURDAY AD

FRIDAY BY 12PM

OC CURRENT

THURSDAY BY 3PM

TV GUIDE

WEDNESDAY BY 10AM

Electronic Files

PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

All electronic files must be in by the deadline stated in this rate card.

- PDF files must have ALL fonts embedded. **All files need to be in Grayscale or CMYK color mode as well.**
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email: intsales@ottumwacourier.com.

FTP site available upon request.

GENERAL POLICY

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertising night shifts: All night shift layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Ottumwa Courier.
- Indemnification: The Ottumwa Courier will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claims arising therefrom made against the Ottumwa Courier, its officers, servants and employees from all costs, including reasonable attorney fees of the Ottumwa Courier, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arriving from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Ottumwa Courier advertising accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Ottumwa Courier, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

CREDIT & RATE POLICY

- All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

COMMISSION & TERMS OF PAYMENT

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- **CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.**
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

POLITICAL ADVERTISING POLICY & GUIDELINES

- Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

REPRESENTATIVES

Iowa Newspaper Association

retail advertising



WEEKLY PRIME POSITIONS

	<u>OPEN</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
Daily Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Sports Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Daily Obituary Page 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Daily Weather Page 6x2 Full Color.	\$200.00	\$150.00	\$100.00	\$50.00
Dining Guide 3x5 Wed Full Color	\$80.00	\$73.00	\$66.00	\$60.00
NASCAR Page 3x4 B&W	\$100.00	\$90.00	\$83.00	\$75.00
Post-It Note Ad 2.5" x2.5" Full Color.	\$200.00	\$175.00	\$150.00	\$100.00
Page A1 ad 1x3 Full Color.	\$155.00	\$130.00	\$105.00	\$55.00
Athlete Profile Sponsor 1x3 Full Color.	\$50.00	\$35.00	\$30.00	\$25.00
Mini Page 6x2 Full color	\$200.00	\$180.00	\$165.00	\$150.00
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
Classified Banner Strip 6x1.5 B&W	\$75.00	\$55.00	\$45.00	\$25.00

classified advertising

DOLLAR VOLUME CONTRACT

per column

lunch rates OPEN \$2,500+ \$5,500+
 Daily Rate **\$15.10** **\$13.20** **\$12.00**
 Weekend Rate **\$16.61** **\$14.52** **\$13.20**
 Pick-up into OC Current **\$25.00**



THANK YOU / HAPPY ADS

per column inch rates

Daily Rate **\$8.50**
Pick-up into OC Current **\$25.00**



EMPLOYMENT GOLD PACKAGE

	<u>3-DAY</u>	<u>7-DAY</u>	<u>14-DAY</u>
Flat rates	\$534.00 . . .	\$581.00 . . .	\$802.00

includes 3, 7, 14 day print ad 2x5, plus 30-day monster.com ad, OC Current and ottumwacourier.com



PRO-SERVICE DIRECTORY

flat rates

4 wk commitment

Publishes Tuesday - Saturday in the Ottumwa Courier; Wednesday in the OC Current and on ottumwacourier.com

OTTUMWA COURIER

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